

Budget/Medicaid Communications Plan

Date	Action	Audience
June 22	1. Release Gov statement 2. Post statement to web site	Media, legislators, public Public
June 23	1. Gov on Gallo Show 2. Post Gallo audio to Gov's web site w/link 3. Gov teleconference with Mississippi media 4. Release Gov letter responding to McCoy letter 5. Post letter on web site 6. Twitter from Gov 7. Distribute Medicaid statute 8. Write overview for release June 24	Public Media, legislators, public Media, public Media, legislators, public, GOP Public Public Media, legislators
June 24	1. Release overview from Gov 2. Distribute Medicaid statute to The Machine 3. Post overview on Facebook, web site 4. Distribute overview to constituent groups 5. Distribute overview to The Machine 6. Obtain raw footage from teleconf, post to UTube 7. Brad White GOP blog on MHA PAC 8. Twitter from Gov 9. Gov letter re doctors distributed thru MSMA 10. Write letters to editors 11. Callers to talk radio	Media, legislators, public Friendlies Public Interested parties Friendlies Public Friendlies Public Physicians Public Public
June 25	1. Video new piece w/Gov, post on UTube 2. Gov press conf 2. Twitter from Gov 3. Brad White blog - holding the line 4. Distribute short "fact sheet" on Medicaid 5. ID surrogates to help carry message 6. Refreshed message to The Machine 7. Callers to talk radio 8. Post new message on Facebook	Public Media, Public Public Friendlies Media, legislators, public Media, public Friendlies Public Public
June 26	1. Twitter from Gov 2. Gov press avail 3. Brad White blog – time is short; tell a friend 4. Callers to talk radio 5. Post new message on Facebook 6. New message to The Machine 7. Distribute refreshed piece on Medicaid	Public Media, public Friendlies Public Public Friendlies Media, legislators, public

June 27 1. Be prepared for press events

June 28 1. Be prepared for press events

June 29 1. Press event